COURSE DETAIL

GRAPHIC COMMUNICATION
Country Hong Kong
Host Institution Hong Kong University of Science and Technology (HKUST)
Program(s) Hong Kong University of Science and Technology
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Art Studio
UCEAP Course Number 125
UCEAP Course Suffix
UCEAP Official Title GRAPHIC COMMUNICATION
UCEAP Transcript Title GRAPHIC COMM
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description

This course examines basic components used to build a coherent and meaningful graphic project/entity, which are central to understanding visual communication on fundamental level. Necessary technical requirements for digital and physical/material application are covered at the start, after which main design tools (image and text) are analyzed along with basic visual design rules and guidelines (unity, hierarchy, balance, contrast, etc.) followed by addressing elements to build a fundamental graphic narrative (color, reduced visuals, full visuals, infographics), concluded by application of aforementioned items across different media: Deliverables - Poster, Booklet, Digital Presentation, with consistency in translation of semiotic values and with showcasing basic visual literacy in execution of each as a final requirement.

Language(s) of Instruction
English

Host Institution Course Number
ISDN3200

Host Institution Course Title
GRAPHIC COMMUNICATION

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2023-2024

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